

**“Vertica opened doors to analyses that otherwise were either too time-intensive or impossible.”**

– Brian Harvell, Executive Director, Comcast



## Vertica Analytics Platform

The Vertica Analytics Platform enables users to manage massive amounts of data faster and more reliably than other solutions, giving you the power to obtain real-time business intelligence. Vertica’s technology includes these key features:

- **Columnar Storage & Execution** – Performs queries 50x–1000x faster by eliminating costly disk IO; offers aggressive data compression to reduce storage costs by up to 90%.
- **“Scale-out” MPP Architecture** – Scales limitlessly by adding industry standard servers to the grid.
- **Automatic High Availability** – Runs non-stop with performance optimized data replication, failover and recovery.
- **Extensible In-Database Analytics Framework** – Open access to in-database processing through a robust development framework enables procedural user-defined analytics inside Vertica.
- **In-Database Analytics Library** – Pre-packaged in-database analytics functions including event series pattern matching, event series joins, linear regression, geospatial, advanced time-series and more.
- **Native Support for MapReduce and Hadoop** – Dynamically integrates with MapReduce/Hadoop to analyze large sets of structured, semi-structured, and unstructured data.

The Vertica Analytics Platform is purpose-built to get users up and running quickly and to operate with fewer resources than traditional solutions. Real-time loading and querying, automated database design, and familiar interfaces mean users are productive immediately; coupled with industry standard hardware and an optimized architecture, Vertica delivers significant cost savings with industry leading analytics capabilities and performance.

## New Technology, Not Retrofitted Solutions

Simply stated, Vertica is the leading provider of next-generation analytics platforms enabling users to monetize all of their data. Designed and developed in the 21st century, Vertica powers some of the largest organizations and most innovative business models globally.

- **Real-time Analytics**  
Gain insights into your data in real-time; consume, analyze and make informed decisions at the speed of business.
- **Fastest Time to Value**  
Monetize your data in a matter of minutes, not weeks or months.
- **Agile Deployment**  
Maximize flexibility – deploy Vertica on industry standard hardware, virtual machines, or in the cloud.

**All at Scale with Performance!**

## Over 500+ Customers and Growing



GUESS



Aol.

twitter

Comcast.

zynga

GROUPON